

IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1, 73, 133 and 195 have been amended and new claim 200 has been added by way of this Response.

1. (Currently Amended) A method for using a computer to facilitate an on-line bounce back transaction, comprising:

transmitting a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price;

receiving a seller acceptance of said conditional purchase offer for said first product or service and subsequently receiving a bounce back offer associated with the first product or service to acquire a second product or service as part of an independent bounce back transaction with a hyperlink to a cobranded web site; and

accessing said cobranded web site to effectuate said bounce back transaction with a supplier-partner for said second product or service.

2. (Original) The method of claim 1, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

3. (Original) The method of claim 1, wherein said first product or service is an airline ticket or hotel reservation.

4. (Original) The method of claim 1, wherein said bounce back offer is received via e-mail containing said hyperlink to said cobranded web site.

5. (Original) The method of claim 1, wherein said bounce back offer is received via a jump page containing said hyperlink to said cobranded web site.

6. (Original) The method of claim 1, further comprising receiving said bounce back offer with a checkbox to defer the offer until a subsequent time.

7. (Original) The method of claim 6, further comprising receiving an e-mail alert containing said hyperlink to access said cobranded web site at said subsequent time.

8. (Cancelled)

9. (Original) The method of claim 1, further comprising making an offer to acquire said second product or service in said cobranded web site.

10. (Original) The method of claim 1, further comprising receiving an offer to acquire said second product or service in said cobranded web site.

11. (Original) The method of claim 10, further comprising either accepting or rejecting said offer or making a counteroffer in said cobranded web site.

12. (Original) The method of claim 1, further comprising choosing not to make an offer or accept an offer to acquire said second product or service in said cobranded web site.

13. (Cancelled)

14. (Original) The method of claim 1, further comprising inquiring as to said second product or service and receiving through an interactive voice mail feature a referral to said supplier-partner.

15. (Withdrawn) A method using a computer to facilitate a transaction for a second product or service, comprising:

transmitting, using said computer, a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price;

receiving an acceptance of said conditional purchase offer and an offer to acquire a second product or service;

transmitting an inquiry regarding said second product or service; and
receiving information to effectuate said transaction.

16. (Withdrawn) The method of claim 15, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

17. (Withdrawn) The method of claim 15, wherein said first product or service is an airline ticket or hotel reservation.

18. (Withdrawn) The method of claim 15, wherein said offer for said second product or service is received via e-mail containing a hyperlink to a cobranded web site or a bounce back web page.

19. (Withdrawn) The method of claim 15, wherein said offer for said second product or service is received via a jump page containing a hyperlink to a cobranded web site or a bounce back web page.

20. (Withdrawn) The method of claim 18 or 19, wherein said inquiry is made by accessing said hyperlink.

21. (Withdrawn) The method of claim 18 or 19, further comprising receiving said offer for said second product or service with a checkbox to defer the offer until a subsequent time.

22. (Withdrawn) The method of claim 21, further comprising receiving an e-mail alert containing said hyperlink to access said cobranded web site or said bounce back web page at said subsequent time.

23. (Withdrawn) The method of claim 18 or 19, further comprising terminating said offer for said second product or service by not accessing said hyperlink.

24. (Withdrawn) The method of claim 15, wherein said information includes an electronic contract form for said second product or service.

25. (Withdrawn) The method of claim 24, wherein said electronic contract form is displayed in a cobranded web site or on a bounce back web page.

26. (Withdrawn) The method of claim 15, further comprising checking status of said conditional purchase offer and receiving through an interactive voice mail feature said offer for said second product or service.

27. (Withdrawn) The method of claim 15, further comprising inquiring as to said second product or service and receiving through an interactive voice mail feature a referral to a supplier-partner.

28. (Withdrawn) A method for facilitating an on-line bounce back transaction, comprising:

receiving a conditional purchase offer to acquire a first product or service from a customer, said conditional purchase offer including a customer-specified price;

after receiving said conditional purchase offer, determining whether said conditional purchase offer is to be accepted;

if said conditional purchase offer is accepted, determining whether a bounce back opportunity can be offered to said customer;

transmitting an acceptance of said conditional purchase offer to said customer and a bounce back offer to acquire a second product or service;

receiving an inquiry from said customer regarding said second product or service; and

generating a bounce back web page with a hyperlink to access a cobranded web site to effectuate a bounce back transaction between said customer and a supplier-partner.

29. (Withdrawn) The method of claim 28, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

30. (Withdrawn) The method of claim 28, wherein said first product or service is an airline ticket or hotel reservation.

31. (Withdrawn) The method of claim 28, further comprising transmitting said bounce back offer via e-mail containing said hyperlink to said cobranded web site.

32. (Withdrawn) The method of claim 28, further comprising transmitting said bounce back offer via a jump page containing said hyperlink to said cobranded web site.

33. (Withdrawn) The method of claim 28, further comprising transmitting said bounce back offer with a checkbox to defer the offer until a subsequent time.

34. (Withdrawn) The method of claim 33, further comprising transmitting an e-mail alert containing said hyperlink to access said cobranded web site at said subsequent time.

35. (Withdrawn) The method of claim 28, further comprising terminating said bounce back offer when said hyperlink is not accessed.

36. (Withdrawn) The method of claim 28, further comprising identifying at least one supplier-partner that can participate in said bounce back transaction.

37. (Withdrawn) The method of claim 36, further comprising allocating a bounce back look to said supplier-partner.

38. (Withdrawn) The method of claim 37, wherein said bounce back web page provides said customer with access to effectuate said bounce back transaction with said supplier-partner allocated said bounce back look.

39. (Withdrawn) The method of claim 36, further comprising determining an order that each supplier-partner can participate in said bounce back transaction where there is more than one supplier-partner.

40. (Withdrawn) The method of claim 39, wherein said order is determined using a formula for the first 3-6 months as follows:

Base City Share + (Premium * Unused Share).

41. (Withdrawn) The method of claim 39, wherein said order is determined using a formula after the first 3-6 months as follows:

Base City Share + (Premium * Unused Share) + Performance Factor.

42. (Withdrawn) The method of claim 40 or 41, wherein a random number generator is used to determine said order if two or more supplier-partners receive an equal score based on said formula.

43. (Withdrawn) The method of claim 36, further comprising generating a standard success acceptance if no supplier-partner can participate in said bounce back transaction.

44. (Withdrawn) A method using a computer to facilitate a transaction for a second product or service, comprising:

receiving, using said computer, a conditional purchase offer to acquire a first product or service from a customer, said conditional purchase offer including a customer-specified price;

after receiving said conditional purchase offer, determining whether said conditional purchase offer is to be accepted;

transmitting an acceptance of said conditional purchase offer to said customer and an offer to acquire a second product or service;

receiving an inquiry from said customer regarding said second product or service; and

transmitting information to said customer to effectuate said transaction.

45. (Withdrawn) The method of claim 44, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

46. (Withdrawn) The method of claim 44, wherein said first product or service is an airline ticket or hotel reservation.

47. (Withdrawn) The method of claim 44, wherein said offer for said second product or service is transmitted via e-mail containing a hyperlink to a cobranded web site or a bounce back web page.

48. (Withdrawn) The method of claim 44, wherein said offer for said second product or service is transmitted via a jump page containing a hyperlink to a cobranded web site or a bounce back web page.

49. (Withdrawn) The method of claim 47 or 48, wherein said inquiry is received by accessing said hyperlink.

50. (Withdrawn) The method of claim 47 or 48, further comprising transmitting said offer for said second product or service with a checkbox to defer the offer until a subsequent time.

51. (Withdrawn) The method of claim 50, further comprising transmitting an e-mail alert containing said hyperlink to access said cobranded web site or said bounce back web page at said subsequent time.

52. (Withdrawn) The method of claim 47 or 48, further comprising terminating said offer for said second product or service when said customer does not to access said hyperlink.

53. (Withdrawn) The method of claim 44, wherein said information includes an electronic contract form for said second product or service.

54. (Withdrawn) The method of claim 44, further comprising determining whether said customer can be offered an opportunity to acquire said second product or service.

55. (Withdrawn) The method of claim 54, further comprising identifying at least one supplier-partner that can participate in said transaction.

56. (Withdrawn) The method of claim 55, further comprising allocating a bounce back look to said supplier-partner.

57. (Withdrawn) The method of claim 56, wherein said transaction is effectuated with said supplier-partner allocated said bounce back look.

58. (Withdrawn) The method of claim 55, further comprising determining an order that each supplier-partner can participate in said transaction where there is more than one supplier partner.

59. (Withdrawn) The method of claim 58, wherein said order is determined using a formula for the first 3-6 months as follows:

$$\text{Base City Share} + (\text{Premium} * \text{Unused Share}).$$

60. (Withdrawn) The method of claim 58, wherein said order is determined using a formula after the first 3-6 months as follows:

$$\text{Base City Share} + (\text{Premium} * \text{Unused Share}) + \text{Performance Factor}.$$

61. (Withdrawn) The method of claim 59 or 60, wherein a random number generator is used to determine said order if two or more supplier-partners receive an equal score based on said formula.

62. (Withdrawn) The method of claim 55, further comprising generating a standard success acceptance if no supplier-partners can participate in said transaction.

63. (Withdrawn) A method using a computer to facilitate a bounce back transaction, comprising:

receiving, using said computer, an inquiry from a customer regarding a bounce back product or service, after said customer receives an acceptance of a conditional purchase offer to acquire an underlying product or service;

communicating an offer to said customer to acquire said bounce back product or service; and

receiving an acceptance, rejection or counteroffer from said customer for said bounce back product or service.

64. (Withdrawn) The method of claim 63, wherein said bounce back product or service is an automobile rental, hotel reservation or airline ticket.

65. (Withdrawn) The method of claim 63, wherein said underlying product or service is an airline ticket or hotel reservation.

66. (Withdrawn) The method of claim 63, further comprising receiving an identifier for said customer.

67. (Withdrawn) The method of claim 66, further comprising notifying a principal of an accepted offer using said identifier.

68. (Withdrawn) A method using a computer to facilitate a bounce back transaction, comprising:

receiving, using said computer, an offer from a customer to acquire a bounce back product or service, after said customer receives an acceptance of a conditional purchase offer to acquire an underlying product or service; and

communicating an acceptance, rejection or counteroffer to said customer for said bounce back product or service.

69. (Withdrawn) The method of claim 68, wherein said bounce back product or service is an automobile rental, hotel reservation or airline ticket.

70. (Withdrawn) The method of claim 68, wherein said underlying product or service is an airline ticket or hotel reservation.

71. (Withdrawn) The method of claim 68, further comprising receiving an identifier for said customer.

72. (Withdrawn) The method of claim 71, further comprising notifying a principal of an accepted offer using said identifier.

73. (Currently Amended) A computer device for facilitating an on-line bounce back transaction, comprising:

a storage device and a processor connected to the storage device, the storage device storing at least one group membership identification and a program for controlling the processor, the processor operative with the program to,

(i) transmit a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price

(ii) receive a seller acceptance of said conditional purchase offer for said first product or service and subsequently receive a bounce back offer associated with the first product or service to acquire a second product or service as part of an independent bounce back transaction with a hyperlink to a cobranded web site; and

(iii) access said cobranded web site to effectuate said bounce back transaction with a supplier-partner for said second product or service.

74. (Original) The computer device of claim 73, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

75. (Original) The computer device of claim 73, wherein said first product or service is an airline ticket or hotel reservation.

76. (Original) The computer device of claim 73, wherein the processor is further operative with the program to receive said bounce back offer via e-mail containing said hyperlink to said cobranded web site.

77. (Original) The computer device of claim 73, wherein the processor is further operative with the program to receive said bounce back offer via a jump page containing said hyperlink to said cobranded web site.

78. (Original) The computer device of claim 73, wherein the processor is further operative with the program to receive said bounce back offer with a checkbox to defer the offer until a subsequent time.

79. (Original) The computer device of claim 78, wherein the processor is further operative with the program to receive an e-mail alert containing said hyperlink to access said cobranded web site at said subsequent time.

80. (Original) The computer device of claim 73, wherein the processor is further operative with the program to receive, accept or reject an offer or a counteroffer to said second product or service.

81. (Withdrawn) A computer device for facilitating a transaction for a second product or service, comprising:

a storage device and a processor connected to the storage device,

the storage device storing at least one group membership identification and a program for controlling the processor,

the processor operative with the program to,

(i) transmit a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price;

(ii) receive an acceptance of said conditional purchase offer and an offer to acquire a second product or service;

(iii) transmit an inquiry regarding said second product or service; and

(iv) receive information to effectuate said transaction.

82. (Withdrawn) The computer device of claim 81, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

83. (Withdrawn) The computer device of claim 81, wherein said first product or service is an airline ticket or hotel reservation.

84. (Withdrawn) The computer device of claim 81, wherein the processor is further operative with the program to receive said offer for said second product or service via e-mail containing a hyperlink to a cobranded web site or a bounce back web page.

85. (Withdrawn) The computer device of claim 81, wherein the processor is further operative with the program to receive said offer for said second product or service via a jump page containing a hyperlink to a cobranded web site or a bounce back web page.

86. (Withdrawn) The computer device of claim 84 or 85, wherein the processor is further operative with the program to receive said offer for said second product or service with a checkbox to defer the offer until a subsequent time.

87. (Withdrawn) The computer device of claim 86, the processor is further operative with the program to receive an e-mail alert containing said hyperlink to access said cobranded web site or said bounce back web page at said subsequent time.

88. (Withdrawn) The computer device of claim 81, wherein said information includes an electronic contract form for said second product or service.

89. (Withdrawn) A computer device for facilitating an on-line bounce back transaction, comprising:

a storage device and a processor connected to the storage device,

the storage device storing at least one group membership identification and a program for controlling the processor,

the processor operative with the program to,

- (i) receive a conditional purchase offer to acquire a first product or service from a customer, said conditional purchase offer including a customer-specified price;
- (ii) after receiving said conditional purchase offer, determine whether said conditional purchase offer is to be accepted;
- (iii) if said conditional purchase offer is accepted, determine whether a bounce back opportunity can be offered to said customer;
- (iv) transmit an acceptance of said conditional purchase offer to said customer and a bounce back offer to acquire a second product or service;
- (v) receive an inquiry from said customer regarding said second product or service; and
- (vi) generate a bounce back web page with a hyperlink to access a cobranded web site to effectuate a bounce back transaction between said customer and a supplier-partner.

90. (Withdrawn) The computer device of claim 89, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

91. (Withdrawn) The computer device of claim 89, wherein said first product or service is an airline ticket or hotel reservation.

92. (Withdrawn) The computer device of claim 89, wherein the processor is further operative with the program to transmit said bounce back offer via e-mail containing a hyperlink to said cobranded web site.

93. (Withdrawn) The computer device of claim 89, wherein the processor is further operative with the program to transmit said bounce back offer via a jump page containing said hyperlink to said cobranded web site.

94. (Withdrawn) The computer device of claim 94, wherein the processor is further operative with the program to transmit said bounce back offer with a checkbox to defer the offer until a subsequent time.

95. (Withdrawn) The computer device of claim 89, wherein the processor is further operative with the program to transmit an e-mail alert containing said hyperlink to access said cobranded web site at said subsequent time.

96. (Withdrawn) The computer device of claim 89, wherein the processor is further operative with the program to terminate said bounce back offer when said hyperlink is not accessed.

97. (Withdrawn) The computer device of claim 89, wherein the processor is further operative with the program to identify at least one supplier-partner that can participate in said bounce back transaction.

98. (Withdrawn) The computer device of claim 97, wherein the processor is further operative with the program to allocate a bounce back look to said supplier-partner.

99. (Withdrawn) The computer device of claim 98, wherein said bounce back web page provides said customer with access to effectuate said bounce back transaction with said supplier-partner allocated said bounce back look.

100. (Withdrawn) The computer device of claim 97, wherein the processor is further operative with the program to determine an order that each supplier-partner can participate in said bounce back transaction where there is more than one supplier-partner.

101. (Withdrawn) The computer device of claim 100, wherein said order is determined using a formula for the first 3-6 months as follows:

$$\text{Base City Share} + (\text{Premium} * \text{Unused Share}).$$

102. (Withdrawn) The computer device of claim 100, wherein said order is determined using a formula after the first 3-6 months as follows:

Base City Share + (Premium * Unused Share) + Performance Factor.

103. (Withdrawn) The computer device of claim 101 or 102, wherein a random number generator is used to determine said order if two or more supplier-partners receive an equal score based on said formula.

104. (Withdrawn) The computer device of claim 97, wherein the processor is further operative with the program to generate a standard success acceptance if no supplier-partner can participate in said bounce back transaction.

105. (Withdrawn) A computer device for facilitating a transaction for a second product or service, comprising:

a storage device and a processor connected to the storage device,

the storage device storing at least one group membership identification and a program for controlling the processor,

the processor operative with the program to,

(i) receive a conditional purchase offer to acquire a first product or service from a customer, said conditional purchase offer including a customer-specified price;

(ii) after receiving said conditional purchase offer, determine whether said conditional purchase offer is to be accepted;

(iii) transmit an acceptance of said conditional purchase offer to said customer and an offer to acquire a second product or service;

(iv) receive an inquiry from said customer regarding said second product or service; and

(v) transmit information to said customer to effectuate said transaction.

106. (Withdrawn) The computer device of claim 105, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

107. (Withdrawn) The computer device of claim 105, wherein said first product or service is an airline ticket or hotel reservation.

108. (Withdrawn) The computer device of claim 105, wherein the processor is further operative with the program to transmit said offer for said second product or service via e-mail containing a hyperlink to a cobranded web site or a bounce back web page.

109. (Withdrawn) The computer device of claim 105, wherein the processor is further operative with the program to transmit said offer for said second product or service via a jump page containing a hyperlink to a cobranded web site or a bounce back web page.

110. (Withdrawn) The computer device of claim 108 or 109, wherein the processor is further operative with the program to transmit said offer for said second product or service with a checkbox to defer the offer until a subsequent time.

111. (Withdrawn) The computer device of claim 110, wherein the processor is further operative with the program to transmit an e-mail alert containing said hyperlink to access said cobranded web site or said bounce back web page at said subsequent time.

112. (Withdrawn) The computer device of claim 108 or 109, wherein the processor is further operative with the program to terminate said offer for said second product or service when said customer does not to access said hyperlink.

113. (Withdrawn) The computer device of claim 105, wherein said information includes an electronic contract form for said second product or service.

114. (Withdrawn) The computer device of claim 105, wherein the processor is further operative with the program to determine whether an opportunity can be offered to said customer to acquire said second product or service.

115. (Withdrawn) The computer device of claim 114, wherein the processor is further operative with the program to identify at least one supplier-partner that can participate in said transaction.

116. (Withdrawn) The computer device of claim 115, further comprising allocating a bounce back look to said supplier-partner.

117. (Withdrawn) The computer device of claim 116, wherein said transaction is effectuated with said supplier-partner allocated said bounce back look.

118. (Withdrawn) The computer device of claim 115, wherein the processor is further operative with the program to determine an order that each supplier-partner can participate in said transaction where there is more than one supplier-partner.

119. (Withdrawn) The computer device of claim 118, wherein said order is determined using a formula for the first 3-6 months as follows:

$$\text{Base City Share} + (\text{Premium} * \text{Unused Share}).$$

120. (Withdrawn) The computer device of claim 118, wherein said order is determined using a formula after the first 3-6 months as follows:

$$\text{Base City Share} + (\text{Premium} * \text{Unused Share}) + \text{Performance Factor}.$$

121. (Withdrawn) The computer device of claim 119 or 120, wherein a random number generator is used to determine said order if two or more supplier-partners receive an equal score based on said formula.

122. (Withdrawn) The computer device of claim 115, wherein the processor is further operative with the program to generate a standard success acceptance if no supplier-partners can participate in said transaction.

123. (Withdrawn) A computer device for facilitating a bounce back transaction, comprising:

a storage device and a processor connected to the storage device,

the storage device storing at least one group membership identification and
a program for controlling the processor,

the processor operative with the program to,

(i) receive an inquiry from a customer regarding a bounce back
product or service, after said customer receives an acceptance of a conditional purchase offer to
acquire an underlying product or service;

(ii) transmit an offer to said customer to acquire said bounce back
product or service; and

(iii) receive an acceptance, rejection or counteroffer from said
customer for said bounce back product or service.

124. (Withdrawn) The computer device of claim 123, wherein said bounce back
product or service is an automobile rental, hotel reservation or airline ticket.

125. (Withdrawn) The computer device of claim 123, wherein said underlying
product or service is an airline ticket or hotel reservation.

126. (Withdrawn) The computer device of claim 123, wherein the processor is
further operative with the program to receive an identifier for said customer.

127. (Withdrawn) The computer device of claim 126, wherein the processor is
further operative with the program to notify a principal of an accepted offer using said identifier.

128. (Withdrawn) A computer device for facilitating a bounce back transaction,
comprising:

a storage device and a processor connected to the storage device,

the storage device storing at least one group membership identification and a program for controlling the processor,

the processor operative with the program to,

(i) receive an offer from a customer to acquire a bounce back product or service, after said customer receives an acceptance of a conditional purchase offer to acquire an underlying product or service; and

(ii) transmit an acceptance, rejection or counteroffer to said customer for said bounce back product or service.

129. (Withdrawn) The computer device of claim 128, wherein said bounce back product or service is an automobile rental, hotel reservation or airline ticket.

130. (Withdrawn) The computer device of claim 128, wherein said underlying product or service is an airline ticket or hotel reservation.

131. (Withdrawn) The computer device of claim 128, wherein the processor is further operative with the program to receive an identifier for said customer.

132. (Withdrawn) The computer device of claim 131, wherein the processor is further operative with the program to notify a principal of an accepted offer using said identifier.

133. (Currently Amended) A computer readable medium for facilitating an on-line bounce back transaction, comprising:

code executable by a processor for transmitting a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price;

code executable by the processor for receiving a seller acceptance of said conditional purchase offer for said first offer or service and subsequently receiving a bounce back

offer associated with the first product or service to acquire a second product or service as part of an independent bounce back transaction with a hyperlink to a cobranded web site; and

code executable by the processor for accessing said cobranded web site to effectuate said bounce back transaction with a supplier-partner for said second product or service.

134. (Original) The computer readable medium of claim 133, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

135. (Original) The computer readable medium of claim 133, wherein said first product or service is an airline ticket or hotel reservation.

136. (Previously Presented) The computer readable medium of claim 133, further comprising code executable by the processor for receiving said bounce back offer via e-mail containing said hyperlink to said cobranded web site.

137. (Previously Presented) The computer readable medium of claim 133, further comprising code executable by the processor for receiving said bounce back offer via a jump page containing said hyperlink to said cobranded web site.

138. (Previously Presented) The computer readable medium of claim 133, further comprising code executable by the processor for receiving said bounce back offer with a checkbox to defer the offer until a subsequent time.

139. (Previously Presented) The computer readable medium of claim 138, further comprising code executable by the processor for receiving an e-mail alert containing said hyperlink to access said cobranded web site at said subsequent time.

140. (Previously Presented) The computer readable medium of claim 133, further comprising code executable by the processor for receiving, accepting or rejecting an offer or a counteroffer for said second product or service.

141. (Withdrawn) A computer readable medium for facilitating a transaction for a second product or service, comprising:

code for transmitting a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price;

code for receiving an acceptance of said conditional purchase offer and an offer to acquire a second product or service;

code for transmitting an inquiry regarding said second product or service; and code for receiving information to effectuate said transaction.

142. (Withdrawn) The computer readable medium of claim 141, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

143. (Withdrawn) The computer readable medium of claim 141, wherein said first product or service is an airline ticket or hotel reservation.

144. (Withdrawn) The computer readable medium of claim 141, further comprising code for receiving said offer for said second product or service via e-mail containing a hyperlink to a cobranded web site or a bounce back web page.

145. (Withdrawn) The computer readable medium of claim 141, further comprising code for receiving said offer for said second product or service via a jump page containing a hyperlink to a cobranded web site or a bounce back web page.

146. (Withdrawn) The computer readable medium of claim 144 or 145, wherein said inquiry is made by accessing said hyperlink.

147. (Withdrawn) The computer readable medium of claim 144 or 145, further comprising code for receiving said offer for said second product or service with a checkbox to defer the offer until a subsequent time.

148. (Withdrawn) The computer readable medium of claim 147, further comprising code for receiving an e-mail alert containing said hyperlink to access said cobranded web site or said bounce back web page at said subsequent time.

149. (Withdrawn) The computer readable medium of claim 141, wherein said information includes an electronic contract form for said second product or service.

150. (Withdrawn) A computer readable medium for facilitating an on-line bounce back transaction, comprising:

code for receiving a conditional purchase offer to acquire a first product or service from a customer, said conditional purchase offer including a customer-specified price;

code for, after receiving said conditional purchase offer, determining whether said conditional purchase offer is to be accepted;

code for, if said conditional purchase offer is accepted, determining whether a bounce back opportunity can be offered to said customer;

code for transmitting an acceptance of said conditional purchase offer to said customer and a bounce back offer to acquire a second product or service;

code for receiving an inquiry from said customer regarding said second product or service; and

code for generating a bounce back web page with a hyperlink to access a cobranded web site to effectuate a bounce back transaction between said customer and a supplier-partner.

151. (Withdrawn) The computer readable medium of claim 150, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

152. (Withdrawn) The computer readable medium of claim 150, wherein said first product or service is an airline ticket or hotel reservation.

153. (Withdrawn) The computer readable medium of claim 150, further comprising code for transmitting said bounce back offer via e-mail containing said hyperlink to said cobranded web site.

154. (Withdrawn) The computer readable medium of claim 150, further comprising:

code for transmitting said bounce back offer via a jump page containing said hyperlink to said cobranded web site.

155. (Withdrawn) The computer readable medium of claim 150, further comprising code for transmitting said bounce back offer with a checkbox to defer the offer until a subsequent time.

156. (Withdrawn) The computer readable medium of claim 155, further comprising code for transmitting an e-mail alert containing said hyperlink to access said cobranded web site at said subsequent time.

157. (Withdrawn) The computer readable medium of claim 150, further comprising code for terminating said bounce back offer when said hyperlink is not accessed.

158. (Withdrawn) The computer readable medium of claim 150, further comprising code for identifying at least one supplier-partner that can participate in said bounce back transaction.

159. (Withdrawn) The computer readable medium of claim 158, further comprising code for allocating a bounce back look to said supplier-partner.

160. (Withdrawn) The computer readable medium of claim 159, wherein said bounce back web page provides said customer with access to effectuate said bounce back transaction with said supplier-partner allocated said bounce back look.

161. (Withdrawn) The computer readable medium of claim 158, further comprising code for determining an order that each supplier-partner can participate in said bounce back transaction where there is more than one supplier-partner.

162. (Withdrawn) The computer readable medium of claim 161, wherein said order is determined using a formula for the first 3-6 months as follows:

Base City Share + (Premium * Unused Share).

163. (Withdrawn) The computer readable medium of claim 161, wherein said order is determined using a formula after the first 3-6 months as follows:

Base City Share + (Premium * Unused Share) + Performance Factor.

164. (Withdrawn) The computer readable medium of claim 162 or 163, wherein a random number generator is used to determine said order if two or more supplier-partners receive an equal score based on said formula.

165. (Withdrawn) The computer readable medium of claim 158, further comprising code for generating a standard success acceptance if no supplier-partner can participate in said bounce back transaction.

166. (Withdrawn) A computer readable medium for facilitating a transaction for a second product or service, comprising:

code for receiving a conditional purchase offer to acquire a first product or service from a customer, said conditional purchase offer including a customer-specified price;

code for, after receiving said conditional purchase offer, determining whether said conditional purchase offer is to be accepted;

code for transmitting an acceptance of said conditional purchase offer to said customer and an offer to acquire a second product or service;

code for receiving an inquiry from said customer regarding said second product or service; and

code for transmitting information to said customer to effectuate said transaction.

167. (Withdrawn) The computer readable medium of claim 166, wherein said second product or service is an automobile rental, hotel reservation or airline ticket.

168. (Withdrawn) The computer readable medium of claim 166, wherein said first product or service is an airline ticket or hotel reservation.

169. (Withdrawn) The computer readable medium of claim 166, further comprising code for transmitting said offer for said second product or service via e-mail containing a hyperlink to a cobranded web site or a bounce back web page.

170. (Withdrawn) The computer readable medium of claim 166, further comprising code for transmitting said offer for said second product or service via a jump page containing a hyperlink to a cobranded web site or a bounce back web page.

171. (Withdrawn) The computer readable medium of claim 169 or 170, wherein said inquiry is received by accessing said hyperlink.

172. (Withdrawn) The computer readable medium of claim 169 or 170, further comprising code for transmitting said offer for said second product or service with a checkbox to defer the offer until a subsequent time.

173. (Withdrawn) The computer readable medium of claim 172, further comprising code for transmitting an e-mail alert to access said cobranded web site or said bounce back web page at said subsequent time.

174. (Withdrawn) The computer readable medium of claim 169 or 170, further comprising code for terminating said offer for said second product or service when said customer does not to access said hyperlink.

175. (Withdrawn) The computer readable medium of claim 166, wherein said information includes an electronic contract form for said second product or service.

176. (Withdrawn) The computer readable medium of claim 166, further comprising code for determining whether an opportunity can be offered to said customer to acquire said second product or service.

177. (Withdrawn) The computer readable medium of claim 176, further comprising code for identifying at least one supplier-partner that can participate in said transaction.

178. (Withdrawn) The computer readable medium of claim 177, further comprising code for allocating a bounce back look to said supplier-partner.

179. (Withdrawn) The computer readable medium of claim 178, wherein said transaction is effectuated with said supplier-partner allocated said bounce back look.

180. (Withdrawn) The computer readable medium of claim 177, further comprising code for determining an order that each supplier-partner can participate in said transaction where there is more than one supplier-partner.

181. (Withdrawn) The computer readable medium of claim 180, wherein said order is determined using a formula for the first 3-6 months as follows:

$$\text{Base City Share} + (\text{Premium} * \text{Unused Share}).$$

182. (Withdrawn) The computer readable medium of claim 180, wherein said order is determined using a formula after the first 3-6 months as follows:

$$\text{Base City Share} + (\text{Premium} * \text{Unused Share}) + \text{Performance Factor}.$$

183. (Withdrawn) The computer readable medium of claim 181 or 182, wherein a random number generator is used to determine said order if two or more supplier-partners receive an equal score based on said formula.

184. (Withdrawn) The computer readable medium of claim 177, further comprising code for generating a standard success acceptance if no supplier-partners can participate in said transaction.

185. (Withdrawn) A computer readable medium for facilitating a bounce back transaction, comprising:

code for receiving an inquiry from a customer regarding a bounce back product or service, after said customer receives an acceptance of a conditional purchase offer to acquire an underlying product or service;

code for transmitting an offer to said customer to acquire said bounce back product or service; and

code for receiving an acceptance, rejection or counteroffer from said customer for said bounce back product or service.

186. (Withdrawn) The computer readable medium of claim 185, wherein said bounce back product or service is an automobile rental, hotel reservation or airline ticket.

187. (Withdrawn) The computer readable medium of claim 185, wherein said underlying product or service is an airline ticket or hotel reservation.

188. (Withdrawn) The computer readable medium of claim 185, further comprising code for receiving an identifier for said customer.

189. (Withdrawn) The computer readable medium of claim 188, further comprising code for notifying a principal of an accepted offer using said identifier.

190. (Withdrawn) A computer readable medium for facilitating a bounce back transaction, comprising:

code for receiving an offer from a customer to acquire a bounce back product or service, after said customer receives an acceptance of a conditional purchase offer to acquire an underlying product or service; and

code for transmitting an acceptance, rejection or counteroffer to said customer for said bounce back product or service.

191. (Withdrawn) The computer readable medium of claim 190, wherein said bounce back product or service is an automobile rental, hotel reservation or airline ticket.

192. (Withdrawn) The computer readable medium of claim 190, wherein said underlying product or service is an airline ticket or hotel reservation.

193. (Withdrawn) The computer readable medium of claim 190, further comprising code for receiving an identifier for said customer.

194. (Withdrawn) The computer readable medium of claim 193, further comprising code for notifying a principal of an accepted offer using said identifier.

195. (Currently Amended) A processor-implemented method for facilitating an independent on-line bounce back transaction spawned from an initial transaction, comprising:

transmitting a conditional purchase offer to acquire a first product or service, said conditional purchase offer including a customer-specified price as part of an initial transaction;

receiving a seller acceptance of said conditional purchase offer for said first product or service and subsequently receiving a bounce back offer associated with the first product or service, wherein the bounce back offer is configured to initiate a subsequent transaction to acquire a second product or service with a hyperlink to a cobranded web site; and

accessing said cobranded web site to effectuate said subsequent bounce back transaction with a supplier-partner for said second product or service.

196. (Previously Presented) The processor-implemented method of claim 195, wherein the first product or service is an airline ticket, hotel reservation or car rental.

197. (Previously Presented) The method of claim 196, wherein said bounce back offer is received via e-mail containing said hyperlink to said cobranded web site.

198. (Previously Presented) The method of claim 196, wherein said bounce back offer for the subsequent transaction is received via a jump page containing said hyperlink to said cobranded web site.

199. (Previously Presented) The method of claim 195, wherein the bounce back offer is generated based on the acceptance of said conditional purchase offer.

200. (New) A processor-implemented method for facilitating an on-line bounce back transaction, comprising:

transmitting a conditional purchase offer to acquire an airline ticket associated with a principal seller, said conditional purchase offer including a customer-specified price and at least one travel destination area;

receiving a principal seller acceptance of said conditional purchase offer;

receiving a bounce back offer for a rental car service associated with a supplier-partner that is different from the principal seller:

wherein the bounce back offer is only made available after the principal seller acceptance of said conditional purchase offer and is generated subsequent to the principal seller acceptance of said conditional purchase offer,

wherein the bounce back offer is configured as an e-mail containing flight confirmation and itinerary information associated with the airline ticket and a hyperlink to a cobranded website combining information from the supplier-partner and information from the principal seller,

wherein the bounce back offer is selected based on availability of the rental car service in the at least one travel destination area, and

wherein the supplier-partner is selected from a plurality of candidate supplier-partners by having a highest score on a selection formula that is based at least on a supplier-partner market share and on a supplier-partner bounce back offer acceptance history;

accessing the cobranded website by clicking on the hyperlink; and

registering an acceptance of the bounce back offer via the cobranded
website.